

THE JAIPURIA COMMUNIQUE

*The official campus newsletter of
Jaipuria Institute of Management, Noida*

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MAJOR HIGHLIGHTS

INVICTUS -THE MARKETING CLUB EVENT- AVATAR AWAKENING

Dive into the future of Marketing as we explore the enchanting realm of the Metaverse!

On December 22, 2023, an exciting event called “**Avatar Awakening**” took place at Jaipuria Institute of Management, Noida. The event, organized under the guidance of **Dr. Anuja Shukla**, aimed to bring participants together in a celebration of their favorite Avatar characters. Attendees embraced the theme by dressing up as iconic characters from Bollywood films, creating a vibrant and entertaining atmosphere.

The participants displayed creativity and enthusiasm as they transformed into characters such as Naina from “**Yeh Jawaani Hai Deewani**,” Vasuli Bhai from “**Golmaal**,” Anjali from “**Kuch Kuch Hota Hai**,” and even Shah Rukh Khan from “**Dilwale Dulhania Le Jayenge**.” The variety of avatars added a dynamic and lively element to the event, showcasing the diverse interests and tastes of the participants.

The faculty, **Dr. Anuja Shukla**, **Dr. Poonam Sharma**, and **Dr. Shalini Srivastava**, also joined and actively participated in the event, further enhancing the sense of community and camaraderie. Their involvement demonstrated the supportive and engaging environment fostered by the institution. Each participant was given a platform to captivate the audience for five minutes. This allowed them to showcase their creativity, acting skills, and passion for their chosen Avatar character. The gap fillers provided additional entertainment for the audience, maintaining a lively atmosphere throughout the event. Future of Marketing as we explore the enchanting realm of the Metaverse!

The event concluded with an online voting system where the audience had the opportunity to choose their favorite avatars. The winners were subsequently announced.



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1st Position: Sakshi Tejpal (Cash Prize: 3000)

2nd Position: Khushi Keserwani (Cash Prize: 2000)

3rd Position: Abhash Mishra (Cash Prize: 1000)

Dr Anuja Shukla delivered closing remarks, expressing her appreciation for the participants' creativity and the overall success of the event. She also took the opportunity to shed light on the upcoming Annual Marketing Conclave 2023, emphasizing its theme "**Marketing in Metaverse.**"

This teaser generated anticipation and excitement among the attendees, hinting at a forward-thinking and innovative event shortly.

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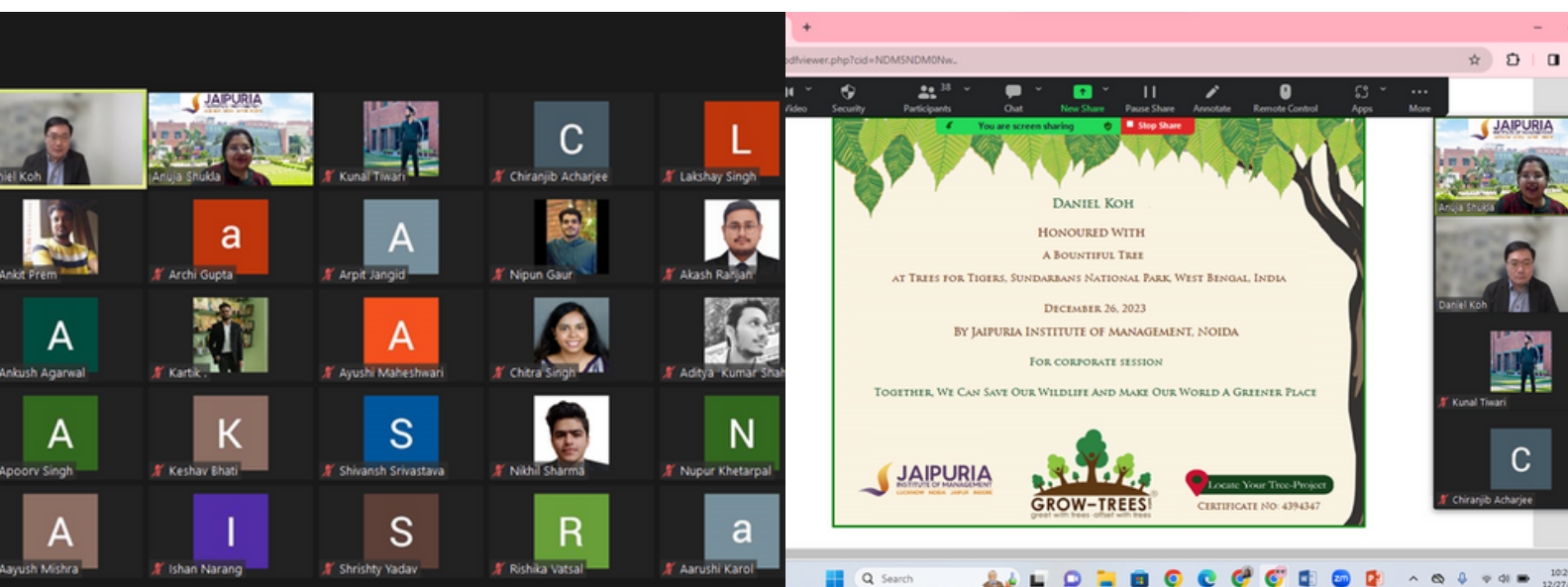
LIVE DEMONSTRATION OF CRM ANALYTICS TOOLS FOR MANAGING CUSTOMER RELATIONSHIP

Guest Speaker: **Mr. Daniel Koh**, DBA, Managing Director, Koh & Associates, Japan

Dr. Daniel began his career as a senior list researcher, enhancing data entry efficiency through Visual Basic scripting in Excel. His role as a CRM executive at Fuji Xerox Singapore involved technical and functional enhancements, with a notable 98% improvement in data quality. As the Data Science Lead for a Singaporean software company, he focused on AI development and customized reporting.

Mr. Daniel talked about segmentation strategies, relevance and engagement, and refinement practices for CRM. He further demonstrated CRM (Customer Relationship Management) analytics tools for effectively managing customer relationships. In this session, he offered valuable insights and practical guidance on how organizations can leverage CRM analytics to enhance their customer interactions and drive business growth.

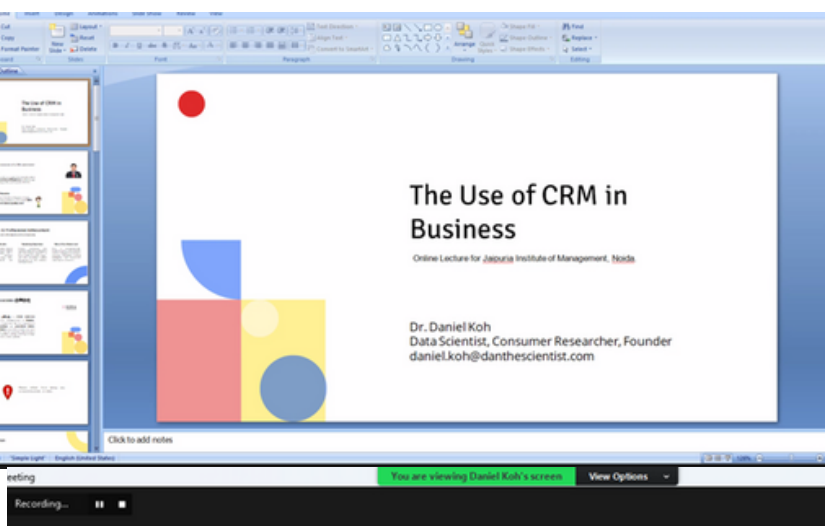
Mr. Koh commenced by stressing the significance of CRM analytics in the contemporary business landscape. He proceeded to showcase various CRM analytics tools, highlighting their features and setup processes. He emphasized the importance of data quality and integration, demonstrating how these tools can collect and merge data from diverse sources. He explained that during his experience at Xerox and Fuji, they used SQL coding, which was more technical; however, after shifting to Hubspot, the skills have shifted more from a managerial perspective. Thus, current management students should focus on more analytical and managerial skills that help them make sense of data.



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One of the key focal points was customer segmentation, with Mr. Koh illustrating how CRM analytics empowers businesses to categorize customers based on specific criteria. This facilitates personalized marketing and communication strategies tailored to different customer groups. Real-world case studies exemplified how organizations have successfully employed CRM analytics to boost customer satisfaction and revenue.

He suggested that email management must be done using personalized messages. Further demonstrated how to analyze customer behavior by checking what email was read, when, how, and how much time was spent. Throughout the session, Mr. Daniel Koh encouraged active engagement, addressing questions and fostering discussions related to CRM analytics tools, best practices, and challenges. Mr. Daniel Koh's session provided a comprehensive understanding of CRM analytics tools' capabilities, data integration, segmentation, predictive analytics, personalization, and reporting. Attendees left with actionable insights to leverage CRM analytics effectively for improved customer engagement and business success. The session was organized by **Dr. Anuja Shukla**.



Academic & Professional Achievement

Mastering the art of analytics and consultancy

Academic Pursuits	Consultancy Experience	Role as Data Science Lead
Daniel holds a Bachelor's degree in Marketing, a Master's degree in Consumer Insights, and a Doctorate in Business Administration, along with prestigious awards and accolades.	Daniel's consultancy roles spanned industries in Singapore and international exposure in Paris, London, Sri Lanka, Japan, and USA, providing a global perspective on data analytics and expectations.	Prior to entrepreneurship, Daniel served as a Data Science Lead in a Singaporean software company, developing Artificial Intelligence and customized reporting for customers.

Database Management

The cornerstone of effective CRM

- Seamless Integration**
An effective CRM database allows **systematic storage of customer data**, streamlining access and facilitating targeted marketing efforts and personalized communication.
- Data Accuracy**
Robust database management ensures data accuracy, consistency, and security, providing a **reliable foundation** for informed decisions and superior customer experience.
- Regular Updates**
Regular updates and data quality checks are integral for maintaining the **dynamism and responsiveness** of the CRM system.

Email Management

Optimizing communication and engagement

- Segmentation and Targeting**
Organizing and optimizing the email communication process via CRM allows for segmentation based on customer preferences, behavior, and demographics, **ensuring targeted and personalized messages**.
- Insights and Automation**
Email management involves **tracking and analyzing email interactions**, providing valuable insights into customer engagement, and leveraging automation features for strategic communication.

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CUSTOMER RELATIONSHIP MANAGEMENT GUEST SESSION

Guest Speaker-**Mr. Sudhanshu Bhatt**

Zonal Sales Manager- Metro Cash and Carry-Reliance Retail Limited

|| Ex Nivea, PepsiCo, HUL and Godrej ||

Mr. Sudhanshu Bhatt, an esteemed guest speaker, shed light on the intricacies of customer relationship management in a recent insightful session. He talked about the key activities needed by the CRM team, along with how to implement a complaint management system. He talked about several points that should be taken by the CRM team to have a productive, profitable business along with a good relationship with the customer. The pointers discussed are as under:-

1. Proper data management system

There should be proper data integration into the system from various sources so that it helps the company to have a proper database that can help them identify patterns and gain various insights regarding customers.

2. Realization of scale

CRM teams should understand the scale of customer needs and desires, so they can differentiate offerings which can be general or personalized as per customer needs.

3. Understanding of customer experience.

The CRM team needs to have good insight into customer expectations. To supply that expectation, there needs to be a smooth process so that customers don't feel any problems

4. Technological adaption

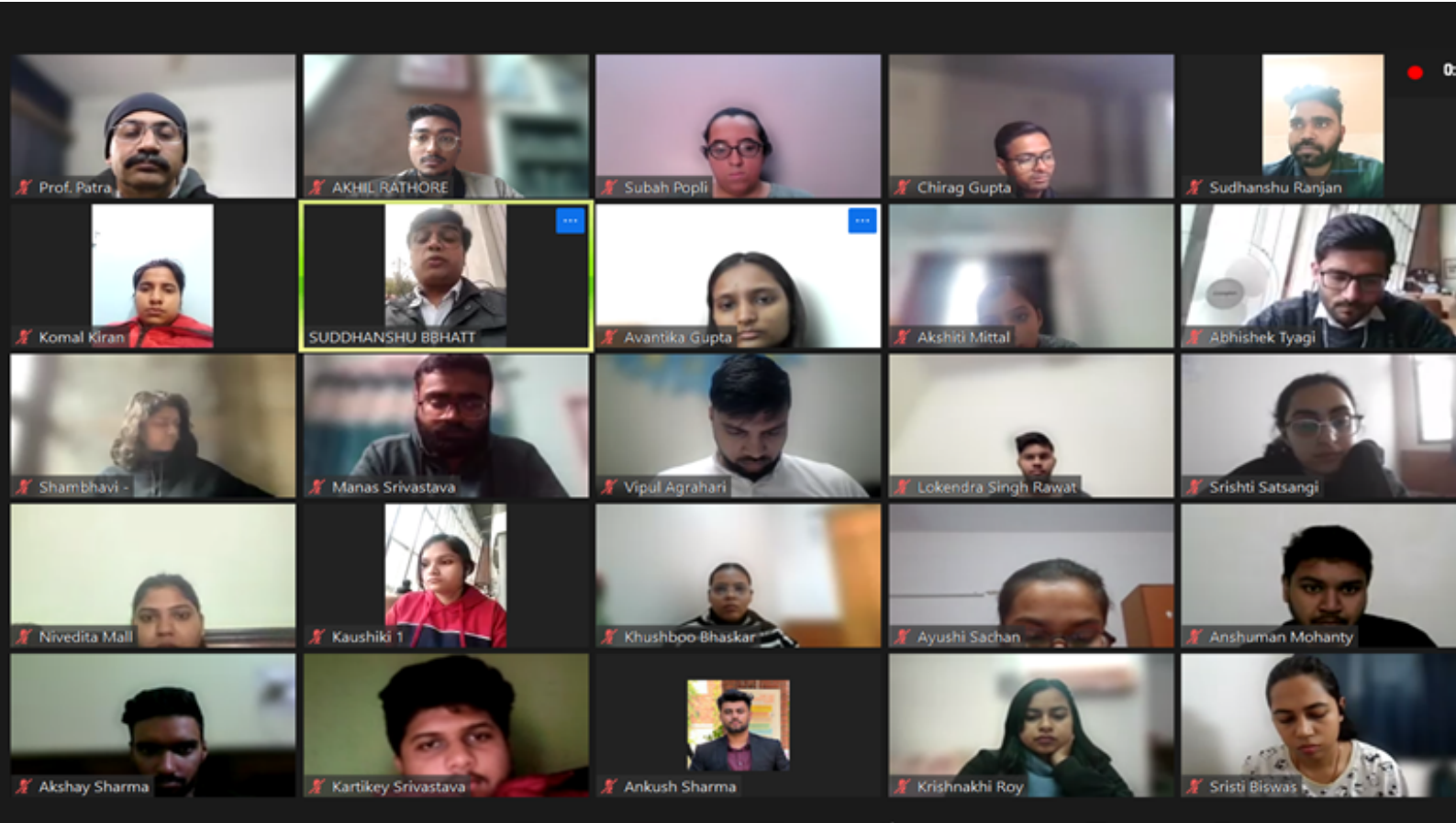
The use of technology should be done to make processes and management more easy, precise so that a proper management system works.

5. Data privacy and security

Proper data privacy initiatives should be taken into consideration when performing CRM process. This creates a proper management system where customers also trust the company with their data.

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CUSTOMER RELATIONSHIP MANAGEMENT GUEST SESSION



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CMC AFTER HOURS:

PEP TALK SESSION BY DELOITTE PPO HOLDERS, MANSI CHAUHAN AND HARDIK MALHOTRA

In a dedicated effort to enhance the holistic learning experience of first-year students, the Career Management Committee (CMC) has organized a unique initiative called "CMC After Hours." The main objective of this program's creation was to offer a stimulating and engaging environment beyond the typical academic hours.

The session kicked off with the PPO holders, **Mansi** and **Hardik**, taking the stage, sharing the experiences of their summer internships as US Tax Consultants at Deloitte.

Their stories painted a picture of Deloitte's exceptional work culture, emphasizing collaboration and abundant networking opportunities. Both of them stressed meeting target hours and highlighted the crucial two-year training period that equips consultants with essential skills.

Both the PPO holders shared valuable insights about the interview process for the role of a US tax consultant. They shed light on the interview process—a three-round process including the Versant test, aptitude test, and interview processes, gauging communication, analytical skills, technical know-how, and cultural fit. They discussed the specific questions asked during the interviews, emphasizing the importance of being well-prepared for these queries.

From their past experiences, they highlighted the significance of adhering to the given target hours for task completion. The PPO holders stressed the importance of time management in meeting these deadlines effectively.

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From the retrospective viewpoint of the PPO holders, they encouraged prospective candidates to be proactive during interviews. Asking questions was emphasized as a positive trait, demonstrating an inquisitive nature that is appreciated by interviewers.

Reflecting on their own journeys, the PPO holders underscored the importance of showcasing openness to training. They pointed out that the ability to absorb and apply new information was a key factor in their success as US tax consultants at the company.

Effective communication skills were highlighted as a pivotal aspect of the role. From the PPO holders' perspective, regular communication with HR and managers was crucial for a successful career at the company. They urged candidates to focus on developing and showcasing these skills.

Conveying a positive and proactive attitude toward task completion was a recurring theme in their advice. The PPO holders shared how this attitude not only contributed to their individual success but also positively impacted their overall work environment.

Some of the key points highlighted by them during the session were:

Best Work Culture:

At Deloitte, the PPO holders proudly affirmed the organization's reputation for possessing one of the best work cultures in the industry. They emphasized the creation of an environment that not only nurtured collaboration and innovation but also prioritized employee well-being. Each day was more than just a job; it was a testament to a workplace that inspired motivation and support.

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Opportunities for networking:

From the perspective of these experienced professionals, Deloitte actively promoted networking opportunities. They shared how employees were consistently encouraged to build professional relationships, which not only enhanced the enjoyment of work but also opened doors for significant career development. It was a mutual benefit that contributed to both personal and professional growth.

Task Execution and Experience:

In the eyes of the PPO holders, the work culture at Deloitte placed a strong emphasis on executing tasks diligently. They expressed their commitment to delivering work of the highest quality, reflecting the elevated standards set by the organization. The experience gained there was seen as a valuable asset for their continuous professional growth, shaping them into well-rounded individuals.

Proactive Approach:

As observed by these professionals, being proactive was a highly valued trait at Deloitte. They noted that employees were not just expected to fulfill their roles; they were encouraged to be contributors. Taking the initiative, showcasing capabilities, and actively participating in the team's success were not merely suggestions but integral aspects of the Deloitte experience.

Buddy System:

Reflecting on their intern days, the PPO holders appreciated the buddy system at Deloitte. They viewed it as more than just a guidance mechanism; it was a support system that ensured a smooth transition into the work environment. Having a designated buddy was akin to having a friend at work, creating a sense of camaraderie and making a positive impact on their early professional journeys.

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Negotiating Workload:

From the perspective of these professionals, efficient workload management was a skill honed at Deloitte. They shared how they had been advised to be strategic in accepting tasks and ensuring effective contributions without overwhelming themselves. It was about finding the delicate balance between productivity and maintaining quality results, a skill that had become second nature in their professional repertoire.

Avoiding Negativity:

According to these professionals, steering clear of negative language was a learned practice at Deloitte. Instead of simply saying no, they had mastered the art of cleverly managing workloads. It was about adopting a constructive approach and finding solutions rather than dwelling on challenges. This approach, they noted, fostered a positive and productive work atmosphere.

In conclusion, the session led by the PPO holders provided crucial insights for aspiring US tax consultants. Their firsthand experiences highlighted the importance of preparedness for interviews, meeting target hours, inquisitiveness, openness to training, effective communication, and a positive, proactive attitude. Beyond practical advice, the session painted a vivid picture of Deloitte's vibrant work culture. As students embark on their journey, the PPO holders' insights serve as a valuable guide for success in both interviews and the dynamic professional landscape at Deloitte.

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CMC AFTER HOURS: PEP TALK SESSION BY DELOITTE PPO HOLDERS



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Vani Kanodia
POC Newsletter



Kumari Somi
POC Newsletter



Mritunanjay Shah
POC Newsletter



Mannan Mehrotra
POC Newsletter

This weekly newsletter is an initiative by MRC Noida to present all the events during the preceding week. We welcome your thoughts and suggestions.